

DAYPART BASED NAVIGATION PARADIGM

ABSTRACT OF THE DISCLOSURE

5 A method, apparatus, article of manufacture, and a memory structure for
providing media program information to a user is disclosed. The method comprises the
steps of accepting a command to provide a menu guide from a plurality of menu guides
defining a media program information space segmented by a daypart, wherein the menu
guide is associated with a first daypart, and providing a menu guide comprising a menu
guide content portion presenting at least some of the media program information. The
10 apparatus comprises a receiver having a tuner for receiving the media program and the
media program information, a processor, communicatively coupled to the tuner for
providing a menu guide having a menu guide content portion presenting at least some of
the media program information, wherein the menu guide is selectable from a plurality of
menu guides together defining a program information space segmented by a daypart. The
15 foregoing daypart-based presentation of the media program information provides for an
efficient use of display space by initially providing information programs the user is likely
to be interested in, while still permitting the user to intuitively navigate to other media
program information as well.